GOVERNMENT OF INDIA
DRINKING WATER AND SANITATION
LOK SABHA

UNSTARRED QUESTION NO:5301
ANSWERED ON:06.04.2017
Open Defecation
Noor Smt. Mausam

Will the Minister of DRINKING WATER AND SANITATION be pleased to state:

(a) whether any study has been initiated to adopt innovative methods to bring awareness in regard to open defecation;

(b) if so, the details thereof; and

(c) if not, the reasons therefor?

Answer

MINISTER OF STATE FOR MINISTRY OF DRINKING WATER & SANITATION
(SHRI RAMESH CHANDAPPA JIGAJINAGI)

(a) No, Madam.

(b) Does not arise.

(c) Under Swachh Bharat Mission (Gramin), upto 5% of total resources can be spent on Information, Education and Communication (IEC) for State and District level. 3% of the resources can be used at the Central level for the same purpose. Further for creating awareness about sanitation and generating demand for sanitation facilities, including toilets, a Sanitation and Hygiene Advocacy and Communication Strategy Framework has been adopted by this Ministry for activities under Information, Education and Communication (IEC). The States are preparing and implementing through its district level IEC Plans based on this strategy framework. Massive media campaigns have been started at National level using Audio Visual (TV) and Audio (Radio). The States are also carrying out IEC campaign including interpersonal Communication (IPC).
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